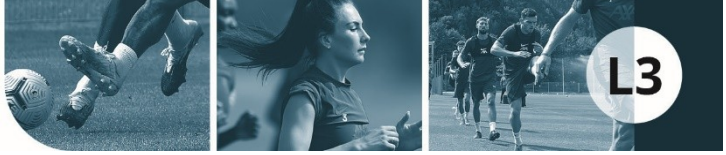

BTEC Assignment Brief

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Qualification	Pearson BTEC International Level 3 Qualifications in Sport
Unit number and title	**Unit 14: Marketing Communications**
Learning aims	A Explore the purpose of marketing communications in achieving marketing aims and objectives B Investigate marketing communications techniques to raise awareness and boost revenue
Assignment title	A marketing communication plan
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	For work experience you have been allocated a sports promotion business. You will be working closely with one of the marketing executives. You have been asked to look through some of their marketing communication plans and then to write a report which details the purpose of marketing communications in achieving increased awareness and compares the marketing communication techniques used.

	A marketing communication plan that details the purpose of marketing communications in achieving increased awareness and compares the marketing communication techniques used by two contrasting Businesses. You will need to produce a detailed, clearly researched report that demonstrates a thorough understanding of the importance of marketing communications for a range of different businesses that need to raise awareness and boost revenue. The report will show that you have extensively considered the impact of effective communication. In the report, you will need to compare the techniques used by contrasting businesses and identify any ethical issues that may impact on the overall strategy. The report you should explain how contrasting businesses use a range of different communication techniques to raise public awareness and boost revenue. In the report, you will compare the techniques used by contrasting businesses (this could be a private sector business and a charity) and evaluate the effectiveness of the strategies used, taking into account the impact of any ethical issues identified in the strategies. The marketing communication plan should be split into ten sections and contain the following information: **Section 1: Purpose of marketing communications** • Achieving objectives of an overall marketing strategy. • Raising awareness • Reaching new customers • Generating sales and revenue • Building long-term relationships with customers • Providing a consistent message using a coordinated marketing mix • Protecting and enhancing brand image

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